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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-53APP (GP-064-05-US)

Applicants: Yingwei Claire CUI et al.

Serial No.: 10/649,585

Filing Date: August 27, 2003

Title: **IMPROVING CONTENT-TARGETED ADVERTISING USING COLLECTED  
USER BEHAVIOR DATA**

Examiner: Not yet assigned

Group Art Unit: 2673

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3). **Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, the Office is authorized to charge any fee required to have the Information Disclosure Statement considered to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

Dated: February 23, 2005

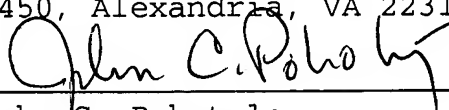


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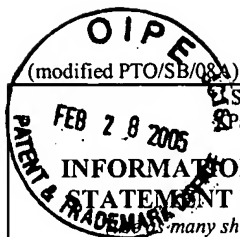
STRAUB & POKOTYLO  
620 Tinton Avenue  
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Tinton Falls, NJ 07724-3260

**CERTIFICATE OF MAILING under 37 C.F.R. 1.8(a)**

I hereby certify that this correspondence is being deposited on **February 23, 2005** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
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John C. Pokotylo

36,242  
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Reg. No.



U.S. Department of Commerce Patent and Trademark Office		<u>Complete if Known</u>	
Application Number: 10/649,585		Filing Date: August 27, 2003	
First Named Inventor: Yingwei Claire CUI		Group Art Unit: 2673	
Examiner Name: Not yet assigned		Attorney Docket No.: Google-53APP (GP-064-05-US)	
Sheet	1	of	1

OTHER REFERENCES - NON-PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AA	Acey, Madleine, "Web ads that hit the button, Broker dynamically targets news content," FTMarketWatch, (May 10, 2001), 2 pgs.	

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.